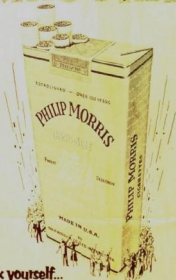


Be WISE About KING SIZE



Ask yourself...
**Do you have all this with your
present cigarette?**

- Clean, fresh taste after smoking
- Full enjoyment of food
- Freedom from cigarette cough
- Mouth and throat comfort
- All day smoking enjoyment

If you answer "NO" to ANY of these questions—

IT'S TIME TO CHANGE TO PHILIP MORRIS!

OF THE MANY KING SIZE cigarettes on the market, none is like
Philip Morris King Size. This King is different... made as exclusive
was... the taste of Philip Morris... is just one very good thing
you want in a cigarette. Do you? If you want getting everything
you want from your cigarette, it's time to change to
Philip Morris King Size or Regular. It's a Philip Morris
it's America's finest cigarette. Pick up a carton today!



CALL
FOR

PHILIP MORRIS

Special Offer!

Send 5 Cartons of
PHILIP MORRIS

(30 Packs, 1000 Cigarettes)

KING SIZE or Regular
to Service Men and Women
Overseas in the Pacific
(except Hawaii or Alaska)

**LOOK AT THESE
LOW PRICES**

**Regular
Size**

\$3.93

For all 5 cartons.

**KING
SIZE**

\$4.24

For all 5 cartons.

The wonderful news from America has reached us all.
The price is right!... But don't forget our men and women
are well-served. And here is a wonderful way for you
to remember our service men and women in the U.S.

Send Philip Morris cigarettes to the Pacific
except Hawaii and Alaska.

Send money, or postage and money orders, please.

Send This Coupon Today!

Name _____
Address _____
City _____
State _____
Zip _____

My money order or check is for the amount of \$ _____
or Money Order # _____ for \$ _____

I enclose PHILIP MORRIS Regular Size \$3.93 or \$4.24
or PHILIP MORRIS King Size \$4.24 or \$4.93

My money order or check is for the amount of \$ _____
or Money Order # _____ for \$ _____

Name _____
Address _____
City _____
State _____
Zip _____

Name _____
Address _____
City _____
State _____
Zip _____

Name _____
Address _____
City _____
State _____
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Name _____
Address _____
City _____
State _____
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